

CREATIVITA' PER L'ATTRATTIVITA' DELLE IMPRESE VERSO I GIOVANI TALENTI

D.T3.5.2 Italy

Version 1
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CREATIVITY FOR COMPANIES' ATTRACTIVENESS TO YOUNG TALENT

Date: 14 December 2021

Location: Online

Project relevance:

The concept for the D.T3.5.2 activity is explained in D.T2.3.2 “Methodology for the development of the training programme”.

Participants:

// Number of participants: 27

// Participant structure:

4 AVM

17 CCI

In both cases some companies participated with more than one representative.

Target groups:

AVMs: 1 automatic pallet wrappers and product handling systems, 1 design and manufacture of metal components, 1 knitwear factory, 2 manufacturer of high fashion products

CCIs: 9 experts in communication and marketing, 3 experts in media, film and video production 4 experts in export and training services, 8 experts in consultancy and business review.

Event

DESCRIPTION

This workshop focused on some trends that have a strong impact on the reality of our territory. One of these is the phenomenon of the "brain drain", which today represents an increasingly urgent problem for companies in the Veneto region, which, despite offering interesting employment opportunities, are not always able to capture the interest of new graduates and/or diploma holders and thus integrate them into their organisations.

The aim of the workshop was to encourage discussion and networking between a number of manufacturing companies and "creative" professionals, with the aim of developing new ideas, methods and innovative communication strategies to increase the attractiveness and visibility of companies towards young talent.

After a brief introduction by Confindustria Veneto SIAV outlining this topic, it was the turn of our facilitator, Mike Van Der Vijver, who introduced the participants to each other and explained the course of the workshop.



The workshop was divided into three parts:

1. **Description:** AVMs presented themselves and described their current strategies in the search for young talent.
2. **Brainstorming Ideas - incubation:** CCIs had the opportunity to think about solutions to present to AVMs.
3. **Sharing:** The CCIs held short pitches in which they presented their solutions to the AVMs.

The AVMs started to tell their stories, summarising their history, identifying their core businesses, their target markets and their strategy to be competitive in recruitment.

At the end of the presentation of the 4 AVMs that participated in the workshop, the CCIs were asked to use 30 min for phase 2. This phase was dedicated to the generation of an idea. Afterwards, the creatives were given a time of 3 min each to present their solution using the PITCH methodology.

In order to facilitate the CCIs, Mike Van Der Vijver summarised in a slideshow the main question the participants had to answer: "how do we receive at least 15 communications per month from talented young people, aged 18-28, who indicate that they want to work for us, through any communication channel".

The creative professionals expressed their ideas and solutions to the AVMs. The contributions were sparkling and there was a clear emphasis on digital marketing and the focus on engaging the user who comes into contact with digital content (social profiles and company websites).

LESSONS LEARNT

This workshop aimed to synthesise and capitalise on the piloting rounds that were carried out within the COCO4CCI project. In particular, the incubation/brainstorming and pitching phases were "accelerated". The objective of the workshop, in line with the entire course of the piloting cycles, was to allow the CCIs to be introduced to the AVMs and to be chosen with the aim of creating a potential future collaboration.

Once again, we found the need to involve in this kind of activity a facilitator who is very capable of creating the right environment for exchange and allowing a fruitful dialogue between the two parties.

FEEDBACK

On the CCIs side, the creative professionals involved were happy with the panel of AVMs involved, both for their attractiveness and for their diversity of market sectors. This allowed the CCIs to diversify their solutions during the pitch phase.

On the AVM side, the companies were generally satisfied with the ideas put forward by the CCIs and we expect that some of them will be contacted again to discuss the details of a possible collaboration.


FOLLOW-UP

In order to feed into the e-book that SIAV has produced as part of the online training materials (D.T3.2.2), we have renewed the invitation to those who wish to do so to insert their own description into the e-book. This increases the visibility of the participants in the piloting courses and allows a continuous update of our practice of spreading involvement in COCO4CCI.




PHOTO

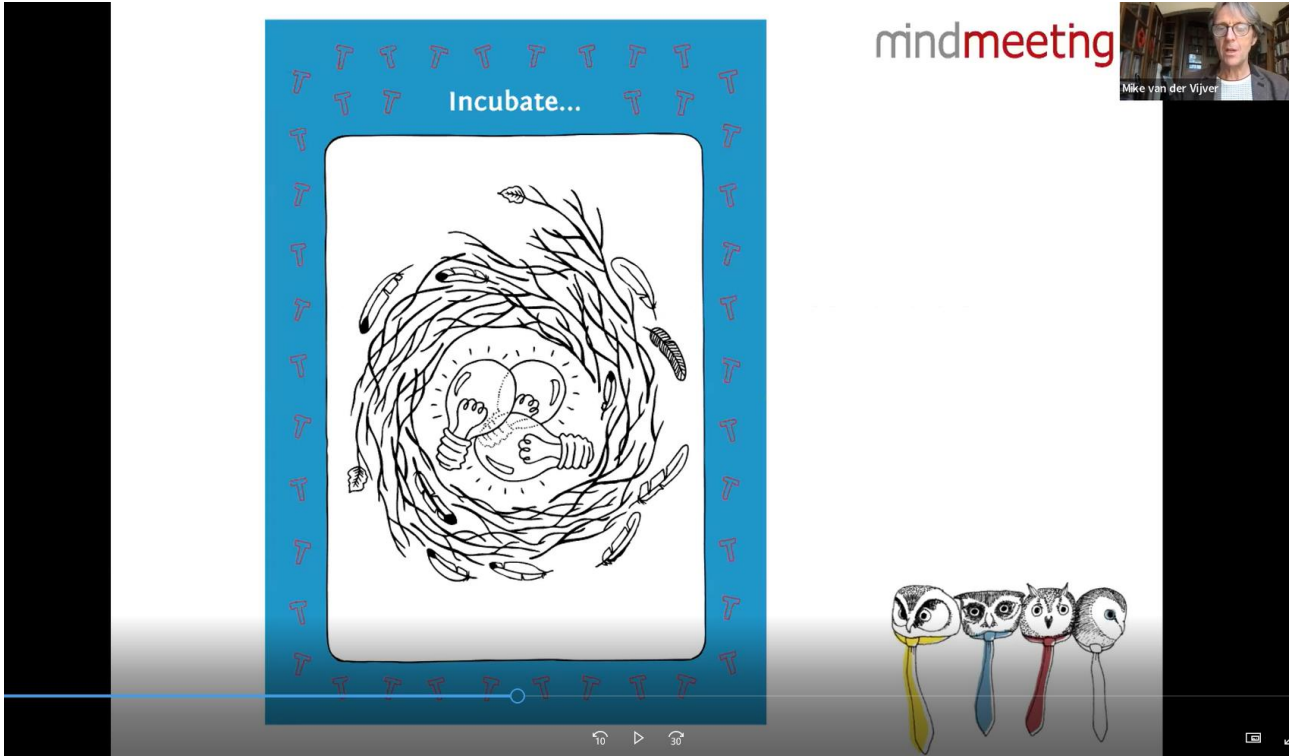


mindmeeting 

Quesito da Risolvere:

- "Come facciamo a ricevere almeno 15 comunicazioni mensili da parte di giovani talentuosi, tra 18-28 anni che manifestano di voler lavorare per noi, attraverso qualsiasi canale di comunicazione."





mindmeeting

Mike van der Vijver

Incubate...



ANNEX 1: Agenda



*Opportunità di Collaborazione
tra Aziende manifatturiere
e Imprese culturali e creative*



OBIETTIVI

Il fenomeno della “fuga di cervelli” rappresenta ad oggi una problematica sempre più pressante per le imprese venete che, pur offrendo interessanti opportunità di occupazione, non sempre riescono a catturare l’interesse dei neolaureati e/o diplomati ed inserirli quindi nelle proprie organizzazioni.

L’unico modo per invertire tale trend è accrescere L’ATTRATTIVITÀ delle aziende mettendo in atto strategie di visibilità e comunicazione, che tengano conto dell’evoluzione e trasformazione “smart” delle stesse, per attirare i giovani talenti.

Il Workshop intende favorire il confronto ed il networking tra alcune aziende manifatturiere e professionisti “creativi”, con l’obiettivo di sviluppare nuove idee, modalità e strategie di comunicazione innovativa che accrescano l’ATTRATTIVITA’ e la VISIBILITA’ delle imprese verso i giovani talenti.



Il Coach

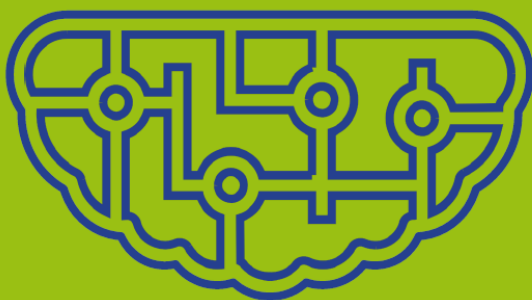
Mike van der Vijver
Meeting Designer & Facilitatore Internazionale.
Fondatore di MindMeeting e Co-autore di “Into the Heart of Meetings”

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WORKSHOP PER LE AZIENDE MANIFATTURIERE & LE IMPRESE CULTURALI E CREATIVE

Creatività per l’Attrattività delle Imprese verso i giovani talenti

14 dicembre 2021 - h.10.00 - 13.00



*Opportunità di Collaborazione
tra Aziende manifatturiere
e Imprese culturali e creative*



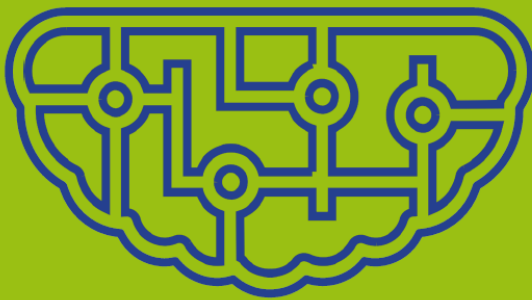
Il Programma

- 10:00
Saluti & Obiettivi del Workshop
- 10:05
Come rendere le Imprese Attrattive?
Attraverso quali canali di comunicazione?
- 10:15
Presentazione delle Aziende Manifatturiere:
Le rispettive “sfide aziendali” per attrarre i giovani talenti
- 10:45
Q & A dei “creativi”
- 11:00
Brainstorming Ideas:
i “creativi” sviluppano idee in risposta alle “sfide” aziendali
- 11:45
Solution Pitch: la parola ai “creativi”
- 12:35
Q & A delle Aziende Manifatturiere
- 13.00
Capitalizzazione delle idee & Riflessioni finali

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ANNEX 2: List of participants

CCI

Pazzini	Donatella	Niederdorf Italia Srl
Saggiotto	Elena	Niederdorf Italia Srl
Combatti	Giovanna	Niederdorf Italia Srl
Geromin	Enrico	Nest Collective
Santalucia	Anita Santalucia	Site By Site
Del Gobbo	Andrea	Adigi
Pascolo	Paolo	Imille
Grillo	Federico	Infinity Digital
Giulia	Maschio	Freelance
Finoti	Stefano	Insiderslab Web Agency
Corbisiero	Francesco	Seo-Digitalmarketing
Farnè	Matteo	Matteo Farnè Markrting & Pubblicità
Chambers	Mark	Lime Di Mark Chambers
Valenti	Francesca	Valenti04 Srl
Bevacqua	Gianmarco	Gianmarco Bevacqua
Losso	Antonella	Reviviscar
Felis	Enrico Maria	Enrico Felis
Provedel	Anna	Cinema E Teatro
Rampin	Francesca	Across The People Srl
Lombardi	Silvia Maria	Across The People Srl

AVM

Amoffi	Priscilla	Technowrapp Srl
Pastro	Maira	I.M.G. Spa
Dal Mas	Rosanna	Maglificio giordano's
Scomparin	Rachela	Mainetti Reca
Diacci	Paolo	Mainetti Reca